

Rep	Order#	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes	6832443					

Last Received: 07/12/2012 4:07 PM
Printed: 07/18/2012 10:13 AM
Sowing Bvlines: All Lines

1 of 1

Station KSNV-TV LAS VEGAS, NV. Agency () JAMESTOWN ASSOC
Advertiser () REP. JEWISH COALITI 5 MAPLETON ROAD, SH3300

Rep Firm
Sales Office () PHILADELPHIA

Estimate#
Buyer
Phone#
LAURA LANCASTER
Agency C/P1R2/E
Flight Dates
Flight Weeks
09/17/2012 - 10/02/2012

Salesperson Phone# 215-568-6544
Salesperson Name: ANITA MCCORMICK

— CONTRACT COMMENT —
SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	M-F		5A-6A	Buyline Comment: NEWS	:30	\$325.00	09/17-09/28	5	2	10	\$3,250.00
2	M-F		5A-6A	Buyline Comment: NEWS	:30	\$450.00	10/01-10/19	5	3	15	\$6,750.00
3	M-F		6A-7A	Buyline Comment: NEWS	:30	\$700.00	10/01-10/19	10	3	30	\$21,000.00
4	M-F		6A-7A	Buyline Comment: NEWS	:30	\$650.00	09/17-09/28	10	2	20	\$13,000.00
5	M-F		7A-9A	Buyline Comment: TODAY	:30	\$850.00	09/17-09/28	10	2	20	\$17,000.00
6	M-F		7A-9A	Buyline Comment: TODAY	:30	\$900.00	10/01-10/19	10	3	30	\$27,000.00
7	M-F		9A-10A	Buyline Comment: TODAY TT	:30	\$425.00	10/01-10/19	5	3	15	\$6,375.00
8	M-F		9A-10A	Buyline Comment: TODAY TT	:30	\$350.00	09/17-09/28	5	2	10	\$3,500.00
9	M-F		9A-10A	Buyline Comment: RR	:30	\$325.00	09/17-10/19	5	5	25	\$8,125.00
10	M-F		12P-1230P	Buyline Comment: NEWS	:30	\$425.00	09/17-10/19	5	5	25	\$10,625.00

Rep Order#	6832443	Ver#	1	Mod#	0	Status	Confirmed	Traffic Order#	104398	Last Received:	Printed:	07/18/2012 10:15 AM	EC'd	
Showing Buylines: All Lines														
Station	KSNV-TV LAS VEGAS, NV.	Agency	()JAMESTOWN ASSOC	Rep Firm										
Advertiser	()REP JEWISH COALITI	5 MAPLETON ROAD, S#300	Sales Office	()PHILADELPHIA										
Product	REP JEWISH COALITION	PRINCETON, NJ 08540	Salesperson	()AMY MCCREARY										
Estimate#														
Buyer	LAURA LANCASTER	Agency C/PLP2/E	Flight Dates	09/17/2012 - 10/21/2012	Advertiser									
Phone#		Hatns Weeks	Salesperson	215-568-6540	Salesperson Phone#									
Fax#		Len	Rate		Salesperson FAX#	215-568-1845								
LT	Ln	Day	Time	Program	Dates		Spots/Week	# of Weeks	Total Spots	Total Cost				
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22	M-F	11P-1135P	:30		\$1,100.00	09/17-09/28	4	2	8	\$8,800.00				
23	M-F	11P-1135P	:30		\$1,200.00	10/01-10/19	4	3	12	\$14,400.00				
24	SA	6A-7A	:30		\$350.00	09/22-10/20	2	5	10	\$3,500.00				
25	SA	7A-9A	:30		\$625.00	09/22-10/20	2	5	10	\$6,250.00				
26	SA	9A-930A	:30		\$500.00	09/22-10/20	1	5	5	\$2,500.00				
27	SA	11P-1135P	:30		\$1,100.00	09/22-10/20	1	5	5	\$5,500.00				
28	SU	11P-1135P	:30		\$1,100.00	09/23-10/21	1	5	5	\$5,500.00				
29	SU	9A-930A	:30		\$500.00	09/23-10/21	1	5	5	\$2,500.00				
30	SU	6A-7A	:30		\$325.00	09/23-09/30	2	2	4	\$1,300.00				
31	SU	6A-7A	:30		\$350.00	10/07-10/21	2	3	6	\$2,100.00				
32	SU	7A-8A	:30		\$750.00	10/07-10/21	2	3	6	\$4,500.00				

Rep Order# 6832443 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104398
EC'd Yes Last Received: 07/12/2012 4:07 PM Printed: 07/18/2012 10:15 AM 4 of 5

Showing Buylines: All Lines Last Received: 07/12/2012 4:07 PM Printed: 07/18/2012 10:15 AM

Station	KSJV-TV LAS VEGAS, NV.					Agency () JAMESTOWN ASSOC					Rep Firm				
Advertiser	REP JEWISH COALIT					5 MAPLETON ROAD, S#300					Sales Office () PHILADELPHIA				
Product	REP JEWISH COALITION					PRINCETON, NJ 08540					Salesperson () AMY MCCREARY				
Estimate#															
Buyer	LAURA LANCASTER					Agency C/P1/P2/E					Salesperson Phone#				
Phone#						Flight Dates 09/17/2012 - 10/21/2012					Salesperson FAX#				
Fax#						Hiatus Weeks					215-568-6540				
LT	Ln	Day	Time	Program		Len	Rate	Dates			Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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33	SU	7A-8A				:30	\$625.00	09/23-09/30	2	2	4	\$2,500.00			
34	SU	930A-10A				:30	\$500.00	09/23-09/30	1	2	2	\$1,000.00			
35	SU	930A-10A				:30	\$600.00	10/07-10/21	1	3	3	\$1,800.00			
36	SU	830P-930P				:30	\$1,800.00	10/07-10/21	1	3	3	\$5,400.00			
37	SU	830P-930P				:30	\$1,600.00	09/22-09/30	1	2	2	\$3,200.00			
38	SA	5P-630P				:30	\$650.00	09/22-09/29	1	2	2	\$1,300.00			
39	SA	5P-630P				:30	\$675.00	10/06-10/20	1	3	3	\$2,025.00			
40	SA	630P-730P				:30	\$525.00	10/06-10/20	1	3	3	\$1,575.00			
41	SA	630P-730P				:30	\$500.00	09/22-09/29	1	2	2	\$1,000.00			

—REPORT TOTALS—

Report Totals: 475 / \$313,025.00

—SALES MONTHLY TOTALS—

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Station KSNV-TV LAS VEGAS, NV.
Advertiser () REP. JEWISH COALITION
Product REP JEWISH COALITION
Estimate#
Buyer LAURA LANCASTER
Phone#
Fax#
Station Totals: 475 / \$117,650.00
Sales Totals: 475 / \$313,025.00
Station Totals: 475 / \$313,025.00
Lines not sent/rclld/rtrn: 0 / \$0.00

Agency () JAMESTOWN ASSOC
5 MAPLETON ROAD, SUITE 300
PRINCETON, NJ 08540
Agency C/P/I/P2/E
Flight Dates 09/17/2012 - 10/21/2012
Hiatus Weeks

Sep 12: 190 / \$117,650.00 Oct 12: 285 / \$195,375.00

Market	Total	CATV	KBLR	KINC	KLAS	KSNV	KVVU
KTNV	20%	0%	1%	2%	29%	26%	16%
XXXX	0%						

—COMPETITIVE COMMENTS—

NEW ORDER
EST SHARES

Books NOV12
Demos RA35+

—CREDIT RISK—
CASH IN ADVANCE